

DISTRIBUTING PROMOTIONAL AND ADVERTISING MATERIAL BASED
UPON INTERNET USAGE

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BRUCE EISEN

ROGER PADAYAO

WASEF KASSIS

JAMES EDWARD LUCAS IV.

10 ABSTRACT OF THE DISCLOSURE

Process steps are provided for electronically sending promotional and advertising materials based upon consumer preferences by providing a unique identifier to a consumer's electronic mail address and sending electronic mail to the consumer, wherein the electronic mail includes a plurality of embedded Internet web sites. Thereafter, the consumer accesses the plurality of embedded Internet web sites in response to the sent electronic mail, and consumer movement within the plurality of accessed embedded Internet web sites is tracked. Promotional material can then be sent to the consumer based upon the tracked consumer movement within the embedded Internet web sites. Process steps are also provided to track

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